

Depression Ally

ID: 2012-045

Executive Statement:

A revolutionary online support program designed to transform the treatment of depression within academic settings.

Technology Overview:

Depression Ally is a web-based intervention tool tailored for college and university students, aiming to improve mental health services' effectiveness, accessibility, and affordability. It integrates five empirically supported modules: cognitive-behavior therapy, mindfulness, positive psychology, behavioral activation, and social relationships, within a "Learn, Engage, Track" model, enhanced by gamification to engage users actively.

Key Advantages:

- Specifically designed for American college students, ensuring relevance and applicability
- Incorporates a comprehensive approach by combining cognitive-behavior therapy, mindfulness, positive psychology, behavioral activation, and social relationships
- Enhances user engagement through gamification
- Offers cost advantages over existing products
- Directly linked to empirical research, ensuring the application of evidence-based practices

Problems Addressed:

- Increases the accessibility of mental health services for college students
- Addresses the affordability of effective depression treatment
- Improves the overall effectiveness of mental health care for depression
- Fills the gap in tailored mental health support for the American college demographic

Market Applications:

- Colleges and universities seeking to enhance their mental health support services
- Larger health care providers looking to integrate effective online support tools for depression
- Potential adaptation for broader audiences beyond the academic sector